Southern Bell has made known the urgency of its request for an increase in rates in Louisiana. The need is so imperative to the continued progress of the state that the Company has asked for an emergency increase of $7,000,000 a year while the full needs are being determined.

Testimony presented before the Louisiana Public Service Commission on December 2 and 3, showed that our earnings rate in the state is $4.24 on each $100 of investment. This fact had been previously confirmed by an independent auditing firm of nation reputation.

The financial ability of the Company to expand its services to meet the growing demands of the state is seriously restricted by earnings which are low by any standard of comparison. For instance,

* the U.S. Independent Telephone Industry earns 7%
* the Bell Telephone Companies over the U.S. average 6.5%
* Southern Bell, excluding Louisiana, earns 6.4%
* the 16 largest electric companies in the South earn 6.5%

YET SOUTHERN BELL IN LOUISIANA IS ALLOWED TO EARN ONLY 4.24%. The emergency increase would produce earnings of only 5.91%.

We can—and will—immediately undertake a $30,000,000 construction program in Louisiana with the granting of this $7,000,000 emergency increase. While such a program will not meet the full telephone needs of the state, it will enable the more pressing demands for service to be met while the Commission takes the time required to determine the Company’s full earnings need.
LOUISIANA'S FORMULA FOR SAFETY

A safety-conscious driver and an observant pedestrian, guided by alert Louisiana highway patrolmen and the Louisiana Safety Association, are the basis of one of the best safety formulas in the country. Figures indicate headway is being made in Louisiana with 95 fewer highway fatalities in the first 10 months of 1957, as compared to a like period in 1956. Traffic laws are not to hinder but assist; patrolmen are not only to enforce but to protect; safety councils are not to dictate but educate. But safety cannot be advanced without the cooperation of a safety-conscious driving and walking public.

The Highway Department is using several programs to combat accidents, many of which are the results of speed coupled with carelessness. These programs include concentrated enforcement, using radar, restriction of drivers' licenses, driver improvement, routine patrolling of highways, an intensified safety education program, and driver education classes.

The pedestrian is of prime concern to the Safety Association. In the first three quarters of 1957, out of 199 accidents involving pedestrians, 86 resulted from their crossing at a point other than an intersection. Twenty of these pedestrians were killed and 66 injured. Usually there is nothing spectacular about a pedestrian accident. No load crash of motor cars hitting one another. Only the ambulance driver to attract attention! More than 8,500 pedestrians are killed and 165,000 injured in an average year in the United States. You owe it to yourself and those who care for you to form safe walking habits. With good roads, an alert Highway Patrol, a concerned Louisiana Safety Association, safety is up to you—the driver and pedestrian.

RULES FOR SAFE WALKING

1. Carry or wear something white at night to help drivers see you.
2. Cross only at crosswalks. Keep to the right in the crosswalk.
3. Before crossing—look both ways. Be sure the way is clear before crossing.
4. Cross only on proper signal.
5. Watch for turning cars.
6. Never go into the roadway from between parked cars.
7. Where there is no sidewalk, and it is necessary to walk in roadway, walk on left side, facing traffic.

SALUTE TO CROWLEY

From a barren prairie in 1886 to a thriving, up-to-date 20th century city that is recognized the world-over as "The Rice City of America" is the success story of Crowley, Louisiana.

Crowley is a city of some 16,000. Its rice industry plays a major role in swinging the "economy pendulum" of Louisiana. Almost half of the rice harvested in the United States is produced in Louisiana and a great portion of this within a 20-mile radius of Crowley. The impact of this statistic is in the fact that the U.S. with 2,025 million pounds, is the world's third largest exporter of rice.

The small patch of rice the Acadian farmer planted in this area in 1880—for his own use, today has grown into thousands of acres and millions of pounds—for world use. Rice growing techniques have changed, as have habits, but descendants still retain this rich heritage and speak a French patois, as well as English. And their expert blending of native dishes, such as gumbo, jambalaya, court-bouillon, and crawfish bisque assures a gourmet's holiday.

Geographical location is important in the growth of Crowley. Mild year-round temperatures result from its southwest Louisiana position near the Gulf of Mexico, being situated midway between New Orleans and Houston increases its commercial and investment potential.

More recently, Crowley has found itself centrally located between 25 producing oil fields and the 1940-discovered South Crowley oil fields. One of the largest oil depots in the country is located nearby on the Intracoastal Canal. Cotton and corn are in the foreground of the local agricultural picture.

But rice is still king! It has caused the development of smaller associated industries, such as warehouses (24 in Acadia Parish), truck lines (five local and four cross-country), and burlap bag manufacturing. City records list over 450 retail and service and 38 wholesale businesses, combining for $50 million in annual sales.

And this industry places heavy demands on Crowley's two railroads, airport, several major bus lines, the nearby Intracoastal Canal, and some 50 miles of paved city roads.

Crowley, as county seat of Acadia Parish, has set the community development pace with 10 schools, 16 churches, a library, and a million-dollar courthouse.

Rice, again, has created a sportsmen's paradise with the attraction of ducks, geese, and other wild game; surrounding rivers and bayous afford excellent fishing; and five parks providing over 10 acres for family recreation.

An active Little Theatre, community concerts, and a number of local clubs and civic organizations comprise a varied cultural activity calendar. The widely-read Crowley Daily Signal and radio station KSIG keep local citizens abreast of current events. (Continued on page 4)
200 Films, Varied Programs Available For 1958 Scheduling

Program chairmen, civic leaders, and educators: Southern Bell has some answers for your programs in 200 motion pictures and a variety of lecture demonstrations that are awaiting 1958 scheduling.

Using electronic and other interesting equipment, Bell lecturers are available to present 20 to 30-minute programs before civic clubs, schools, social groups or other organizations.

Among the demonstrations given by these experienced speakers is "The Mighty Midget," the story of the newest member of the electronic family—the transistor. "The Miracle of Radio Relay," explains transmitting network television programs; an entertaining and informative demonstration of the use of colors in decorating is in store for you in "Color and You;" "Gems of Romance," with replicas and film slides reviews the history of the world's most famous diamonds; and "Music Through the Ages," traces the evolution of music.

Turning to motion pictures, scientific advancement is depicted in the fascinating study of the sun, "Our Mr. Sun;" "Hemo the Magnificent" is the remarkable study of human blood; the sun's rays are converted before your eyes in "The Bell Solar Battery," and you are a detective in Bell's most recent "The Strange Case of Cosmic Rays."

On the lighter side, there is the entertaining musical-comedy "Once Upon a Honeymoon;" you have a front seat at "The Telephone Hour;" and Zino Francescatti, world-renowned violinist, performs in the Bell acoustics laboratory in "Music in Motion."

Salute to Crowley (Continued from page 3)

A forward looking Chamber of Commerce has done much to insure the continued progress of Crowley.

Since 1937, Crowley has hosted the largest festival in the state—the International Rice Festival. In recent years over 100,000 people from this and other countries have attended the two-day fair, which is climaxed with the selection of rice's ambassador—the International Rice Queen.

Crowley has come a long way since 1886, when the 174-acre site of its business district sold for $80. The assessed value now exceeds $10 million. The 1906 statement of founders W. W. and C. C. Duson still reflect Crowley's growth: "The town that sets the pace in the race for prosperity in the rice belt, takes nobody's dust and keeps her head turned always in the direction of success."